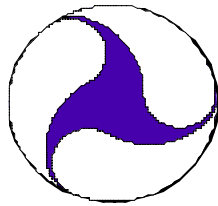


Module 2A -- Stakeholders & Operational Objectives → Instructors Guide

M2A.1: Cover Slide

Module 2A Stakeholders and Operational Objectives





Module Objectives

- ◆ Identify:
 - ◆ Agency stakeholders
 - ◆ Lead agency for coordination
 - ◆ Lead agencies for projects
 - ◆ Participating stakeholders
 - ◆ Customers/users
- ◆ Involve all stakeholders

Module 2A Deploying Integrated Intelligent Transportation Systems

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Delivery:

- Explain
 - “Bullet” points listed on this slide provide the framework for subsequent presentation/discussion within this module
 - Description/explanation for each “bullet” will follow shortly
 - Need to think “outside-the-box” when considering ITS players
 - Need to identify more than just the “usual suspects”

Output:

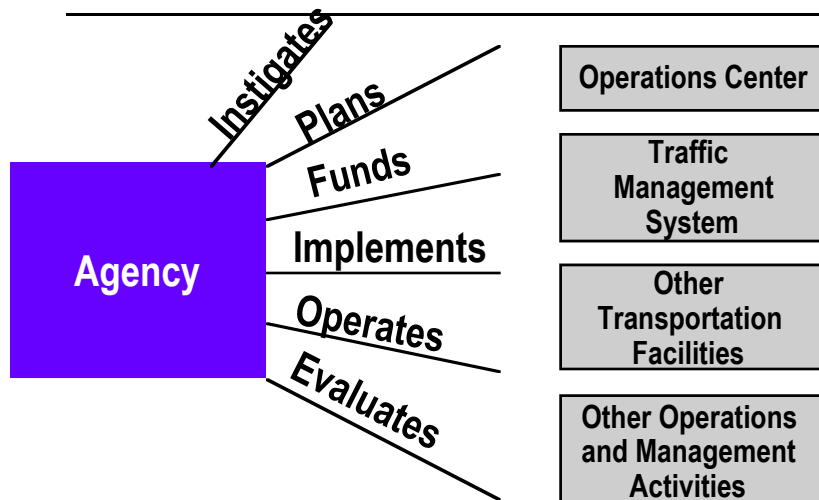
- N/A

Notes:

- Do not “dawdle” on this slide → move on!!



Identify Stakeholder Agencies



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Delivery:

- Explain
 - What primary stakeholders are → they include firms or agencies that will need to exchange information to deploy, integrate and operate ITS elements in a coordinated manner
 - Identifying stakeholders as part of the Planning and Programming step of the project life-cycle
 - “Champions” have key roles in motivating agencies and will serve as “primary stakeholders”

Output:

- N/A

Notes:

-



Identify Stakeholder Agencies

- ◆ Name all of the agencies (based on your personal experience) that you consider to be primary stakeholders in the operations and management of transportation systems

Delivery:

- **ASK:**
 - “Please name all of the agencies (based on your personal experience) that you consider to be primary stakeholders in operations and management of transportation systems.”
 - *For example, Colorado DOT (Regions & HQ), City of Denver DPW, Denver Regional Council of Governments (DRCOG), Denver Regional Transportation District (RTD), etc.*
- List the stakeholders suggested by the class on a flip-chart (**FC-2A-1**)

FC-2A-1

<p>List agencies that are primary stakeholders in/for ITS</p> <ul style="list-style-type: none">•••••• <p>↓</p>
--

- Facilitate as necessary to create a fairly comprehensive list

- Group similar types of agencies together (e.g, Federal, State, local jurisdiction, MPO, etc.)

Output:

- List of primary stakeholders (by specific agency name) in the class participants' regions → the list should also be arranged by category if possible **(FC-2A-1)**

Notes:

- Potential Stakeholders include

Federal Agencies	Cities / Counties
State Agencies	Emergency Service Providers
Business Councils	Information Service Providers
Environmental Organizations	Regional Agencies
Public Transit Agencies	Private Transit / CVO Operators
Rideshare Coordinators	Public Sector
Toll Authorities	General Public
- The *Implementation Strategy* document, from the National ITS Architecture could be used as a resource for a listing of stakeholders in a regional transportation system
- Keep things moving → “feed” the class agency names/categories (if necessary) to speed-up discussion



Identify Primary Stakeholders

- ◆ Using the “Top 10 List” (of issues/problems identified in Module 1A), identify some of the primary stakeholders

Delivery:

- ASK:
 - “Using the list of “Problems/Site Conditions” → **FC-1A-1** (not “Deployment Issues/Constraints” → **FC-1A-2**), identify some of the primary stakeholders (by category)”
- List the stakeholders suggested by the class on a flip-chart (**FC-2A-2**)

FC-2A-2

Primary Stakeholders

- Facilitate as necessary to create a fairly comprehensive list, but be sure to stop when the discussion starts to drag. You don't need to cover all 10 issues.
- Group similar types of agencies together (e.g, Federal, State, local jurisdiction, MPO, etc.)

Output:

- List of primary stakeholders (by category) for some of the “Problems/Site Conditions” **(FC-2A-2)**

Notes:

-



Identify Lead Agencies

- ◆ For coordination
- ◆ For projects

Delivery:

- Explain
 - Role of a “Lead Agency”
 - Coordinator – This is the more difficult challenge for agencies → maybe a new role
 - Need for an agency to act as the overall area coordinator or regional facilitator for the entire regionally-integrated ITS
 - Lead “championing” efforts and ensure that “partner” agencies are doing their jobs and coordinating all of their actions
 - This agency should be “well-liked” and have the support of all involved agencies
 - Why important → provide a sense of regional cooperation/coordination and allow other agencies a place to come to “blow-off-some-steam”
- Projects – This is something that has been done fairly well in the past
 - A particular “Lead Agency” should be the “best-suited” one in the region, in terms of its responsibilities in the region, to sponsor a specific project
 - *For example, State DOT may lead freeway management ITS applications, City DPW may lead traffic signal control applications, transit agency may lead bus and light rail applications, commercial traffic reporting service may lead traveler information dissemination applications, etc.,*

- Why important → this “Lead Agency” has “ownership” of a particular ITS project and is responsible for moving it forward to a successful implementation

Output:

- N/A

Notes:

-



Identify Lead Agency

- ◆ Is a “Lead Agency” important in planning, developing and operating ITS projects?
- ◆ How does this relate to a “champion”?

Delivery:

- **ASK:**
 - “Is a “Lead Agency” important in planning, developing, and operating ITS projects?”
- Instructor facilitates discussion and synthesizes responses (as necessary)
- **ASK:**
 - “How does this relate to a “champion”?”
- Champions motivate/cause an action to occur and may or may not be in a “lead agency”
- Instructor facilitates discussion and synthesizes responses (as necessary)

Output:

- N/A

Notes:

-

M2A.8: Identify Lead Agency

(5 min)



Identify Lead Agency

- ◆ In your region, provide an example of a “Lead Agency” and a project it might sponsor

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Delivery:

- **ASK:**
 - “In your region, provide an example of a “Lead Agency” and a project they might sponsor”
- List responses on a flip-chart (**FC-2A-3**)

FC-2A-3

Lead Agency	Project
↓	↓

- Try to arrange by category
- Facilitate and synthesize as necessary

Output:

- List of Lead Agencies and appropriate projects they might sponsor (**FC-2A-3**)



Identify Other Participating Stakeholders

- ◆ Agency or firm that recognizes the utility of having other transportation facilities assist in achieving its agency mission
- ◆ Broad base of stakeholders
 - ◆ Tourist bureaus
 - ◆ Chambers of commerce
 - ◆ Hospitals

Delivery:

- Explain
 - What other participating stakeholders are
 - Identifying stakeholders is part of the Planning and Programming step of the project life-cycle
 - This is a chance to think “outside-the-box” There are others, particularly on the private side, that will participate in ITS deployment if brought into the process.

Output:

- N/A

Notes:

-



Identify Other Participating Stakeholders

- ◆ Based on your experience, name a few agencies that could be “other” participating stakeholders

Delivery:

- ASK:
 - “Based on your experience, name a few agencies that could be “other” participating stakeholders”
 - *For example, tow-truck providers, sports stadium, Internet provider, real estate developer, tourism board, ski resort, etc.*
- List the suggestions made by the class on a flip chart (FC-2A-4)

FC-2A-4

“Other” Stakeholders
•
•
•
•
•
•
↓

- Facilitate as necessary to create a fairly comprehensive list
- Try to group similar types of agencies together (e.g, Federal, State, local jurisdiction, etc.)

Output:

- List of other participating stakeholders (by specific agency name) in the class participants' regions → the list should be arranged by category **(FC-2A-4)**

Notes:

-



Identify Other Participating Stakeholders

- ◆ Using the “Top 10 List” (of challenges identified in Module 1A), identify some of the “other” participating stakeholders

Delivery:

- **ASK:**
 - “Using the list of “Problems/Site Conditions” → **FC-1A-1** (not “Deployment Issues/Constraints” → FC-1A-2) identify some of the “other” participating stakeholders (by category)”
- List the stakeholders suggested by the class on a flip-chart (**FC-2A-5**)

FC-2A-5

“Other” Participating Stakeholders:
•
•
•
•
•
•
↓

- Facilitate as necessary to create a fairly comprehensive list, but you don’t have to cover all of the 10 challenges. Stop when the discussion begins to drag
- Group similar types of agencies together (e.g, developers, parks/tourism, incident response, etc.)

Output:

- List of “other” participating stakeholders (by category) for some of the “Problems/Site Conditions” **(FC-2A-5)**

Notes:

-



Identify Customers/Users

- ◆ General public
- ◆ Transportation disadvantaged
- ◆ Interest groups (e.g., AAA, news media, etc.)

- ◆ Does this broaden the list of stakeholders?

Delivery:

- Remember that public sector transportation agencies are not the only “game-in-town”
- Need to start considering who is the “informed consumer”
- Need to start looking “outside-the-box” when identifying “other” stakeholders
- ITS (in general) and traveler information systems/services (specifically) need consumer “buy-in” if they are to be a continually-operating successful venture
- **ASK:**
 - “Does this broaden the list of stakeholders?”
- Instructor facilitates discussion

Output:

- N/A

Notes:

-



Involve All Stakeholders

- ◆ **Include all perspectives in the region**
- ◆ **Encourage**
 - ◆ **Inter-agency communication**
 - ◆ **Consensus of regional needs and issues**
 - ◆ **Conceptualizing solutions collaboratively**

Delivery:

- Use regional stakeholder workshops to increase awareness of existing and needed ITS transportation resources in the region
- Use outreach techniques/principles and consensus building for engaging stakeholders
- Use Memoranda-of-Understanding (MOUs) to document agreements
- Identify “ITS Project Champions” (key individuals who foster the use of ITS as part of the solution to identified issues/problems)

Output:

- N/A

Notes:

-



Identify Operational Objectives

- ◆ “High-level” functional capabilities, requirements and system performance criteria desired by the involved agencies to address identified issues/problems

Delivery:

- Explain
 - What operational objectives are
 - *They are loosely defined as “high-level” functional capabilities, requirements, and system performance criteria desired by the involved agencies in order to address identified issues/problems*
 - *For example, a local traffic management agency may want to adaptively adjust traffic signals to handle rush hour and special events traffic, a transit agency may want to use bus “priority” for schedule adherence, an incident management agency may want to view CCTV surveillance images gathered by a freeway management system for incident management, etc.*

Output:

- N/A

Notes:

-



Identify Operational Objectives

- ◆ What are your agency's "primary" (day-to-day) operational responsibilities within your region's transportation system?
- ◆ The National ITS Architecture documents can help with this

Delivery:

- **ASK:**
 - What are your agency's "primary" (day-to-day) operational responsibilities within your region's transportation system?
- List these on a flip-chart (**FC-2A-6**)
 - *These answers provide a basis for an inventory of existing ITS functionalities within a region*

FC-2A-6

<p>Your agency's primary day-to-day operational responsibilities</p> <ul style="list-style-type: none">••••• <p>↓</p>

- Facilitate as necessary to create a fairly comprehensive list

- Explain that the National ITS Architecture (e.g, subsystems, data flows, etc.) provides some help in identifying some “jobs” that agencies can do. Do not belabor this point, it will be addressed in more detail in Modules 3A and 5A.

Output:

- List of agency “primary” (day-to-day) operational responsibilities within a region’s transportation system (**FC-2A-6**)

Notes:

-



Identify Operational Objectives

- ◆ Generate possible operational objectives for each ITS infrastructure component as “mapped” to an identified issue/problem (from Module 1A)

Delivery:

- **STATE:**
 - “Let’s look at the “mapping” exercise (completed in Module 1A → **FC-1A-4**) of the nine (9) ITS infrastructure components (ITS solutions) to the identified “Problems/Site Conditions”
- **ASK:**
 - “Please generate possible operational objectives for each ITS infrastructure component as “mapped” to an identified challenge (from Module 1A)”
- List the operational objectives suggested by the class on a flip-chart (**FC-2A-7**)

FC-2A-7

Possible operational objectives
•
•
•
•
•
•
↓

- Facilitate as necessary to create a fairly comprehensive list. You don’t have to go through all 10 challenges. Stop when the discussion starts to drag

Output:

- List of operational objectives for each ITS infrastructure component as “mapped” to an identified problem/site condition (from Module 1A) **(FC-2A-7)**

Notes:

-